

Message Text

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FM AMEMBASSY BELGRADE

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FOR EUR/EE ONLY FOR DELIVERY TO AMBASSADOR SILBERMAN

E.O. 11652: N/A

TAGS: BEXP, EAGR, YO

SUBJECT: AGRICULTURAL EXPORT CAMPAIGN: NOVI SAD FAIR

REF: BELGRADE 2728

1. SUMMARY: WE RECOMMEND THAT YOU ENLIST SUPPORT IN WASHINGTON
FOR OUR INTENSIVE THREE-YEAR EXPORT PROMOTION CAMPAIGN IN AGRICULTURA
L

SECTOR. THE CAMPAIGN WOULD DERIVE CONSIDERABLE IMPETUS FROM A
USIS CORE EXHIBIT TO BE INCLUDED IN A COMMERCIAL SHOW AT THE 1976
INTERNATIONAL NOVI SAD FAIR. WE NEED A COMMITMENT FOR \$33,100
FROM WASHINGTON IF WE ARE TO PARTICIPATE. END SUMMARY.

2. WE RECOMMEND THAT YOU ENLIST FINANCIAL SUPPORT IN WASHINGTON,
INCLUDING FROM COMMERCE AND AGRICULTURE, FOR THE INTER-AGENCY
EFFORT NEEDED TO SUSTAIN THE THREE-YEAR INTENSIVE CAMPAIGN, BEGUN
IN FY 75 AND CONTINUING UNDER THE FY 76 AND 77 COUNTRY COMMERCIAL
PROGRAMS, TO EXPLOIT U.S. EXPORT POTENTIAL IN THE PRIORITY
YUGOSLAV AGRICULTURAL SECTOR.

3. THE CAMPAIGN WILL GAIN CONSIDERABLE IMPETUS IF WE CAN ACCEPT
THE EXHIBIT ON FOOD PROCESSING TECHNOLOGY AVAILABLE FROM USIA AS
THE CORE OF A MISSION-ORGANIZED COMMERCIAL SHOW AT THE 1976
INTERNATIONAL NOVI SAD FAIR. NOVI SAD FAIR IS EXCELLENT

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PROMOTIONAL VEHICLE, AS EVIDENCED BY \$7 MILLION IN ORDERS

TAKEN AND \$20 MILLION IN FIRST-YEAR SALES EXPECTED BY PARTICIPANTS AT 1975 U.S.M EXHIBIT. (DETAILS AND EXHIBITORS' REACTIONS REPORTED REFTEL.) CURRENT YUGOSLAV IMPORT RESTRAINTS SHOULD NOT SIGNIFICANTLY DAMPEN PROSPECTS IN THIS PRIORITY SECTOR.

4. GIVEN THE VERTICAL ORGANIZATION OF THE YUGOSLAV SECTOR, THE USIS THEME WOULD: (A) SUPPORT OUR CONTINUING PROMOTION OF AGRICULTURAL MACHINERY, WHICH COMMERCE HAS INCLUDED IN ITS ANTI-RECESSION TARGETS; AND (B) LAY FOUNDATION FOR COMMERCE EXHIBIT OF FOOD PROCESSING MACHINERY SCHEDULED IN FY 77 CCP. U.S. EXHIBITORS OF SEVERAL TYPES OF EQUIPMENT COULD BE CLUSTERED IN INDOOR AND OUTDOOR SPACE AROUND THE USIS EXHIBIT.

5. THE BUDGET FOR THE NOVI SAD FAIR IS A PROBLEM. COMMERCIAL EXHIBITORS WOULD PAY THEIR OWN WAY, BUT IT WOULD BE INAPPROPRIATE AMU IMPRACTICAL TO ASK THEM TO DEFRAY ALL FAIR EXPENSES. USIA FUNDS WOULD COVER TRANSPORTATION OF EQUIPMENT, EXHIBIT MANAGER, AND \$4,900 IN OTHER EXPENSES FOR CORE EXHIBIT. TO PROCEED WE WOULD NEED AN ADDITIONAL \$33,100 AS SHOWN BY THE FOLLOWING BUDGET ESTIMATE:

CATEGORY OF EXPENSE	AMOUNT
RENTAL, INDOOR 900 SQ. METRS. AT \$20	\$18,000
RENTAL, OUTDOOR 600 SQ. METRS. AT \$8	4,800
UTILITIES AND TELEPHONE	500
CATALOG ENTRIES	200
EXHIBIT ATTENDANTS, OTHER TEMPORARY PERSONNEL	5,000
CONSTRUCTION (BOOTHES, OFFICES, LOUNGE, KITCHEN, THEATER)	15,000
REPRESENTATION	1,500
STAFF OVERTIME	500
MISCELLANEOUS	500
TOTAL	\$46,000
LESS USIS PAYMENTS	4,900
	41,100
LESS PAYMENTS BY COMMERCIAL EXHIBITORS	8,000
NET REQUIRED	\$33,100

6. ACTION SUGGESTED: WE RECOMMEND THAT YOU SEEK WASHINGTON SUPPORT, INCLUDING THE COMMITMENT OF \$33,100, THAT WE NEED TO PROCEED WITH LIMITED OFFICIAL USE

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THIS IMPORTANT ELEMENT OF OUR EXPORT PROMOTION CAMPAIGN.
MILLER

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